



Aruba Tourism
Authority

Aruba Product Update

April 2018

The Aruba Tourism Authority (ATA)
is the Destination Marketing &
Management Organization for Aruba.

Our Mission:

To increase the share of affluent
travelers and the economic value
of tourism for the benefit of the
community and our stakeholders
by positioning and developing
Aruba as their preferred
Caribbean destination.

Our vision:

The Aruba Tourism Authority (A.T.A.)
will become the most innovative and
creative DMMO in the Caribbean.

Core Values:

Empowerment Productivity
& Ownership Professional
Respect Fun & Passion.

Below we offer a synthesis of some of the most prominent
and important news during the month of April 2018



ATA News

Importance of Sustainable Tourism Stressed at Annual Business Mixer

The Aruba Tourism Authority recently held the fifth edition of its annual Business Mixer, aimed at reacquainting partners in the tourism industry, as well as sharing information on the past year and expectations for 2018. In the warm ambiance of downtown Oranjestad, at Flor di Oriente, invitees shared a toast with ATA to celebrate their rewarding cooperation. Government dignitaries, AHATA CEO Jim Hepple, AAA CEO James Fazio, Director of Ports Authority Jossy Figaroa, ATA CEO Ronella Tjin Asjoe-Croes, ATA team members, and their staffs were all present.

It was revealed that the primary US market has grown by 11% since 2004, and significant growth has been seen in European and Latin American (excluding Venezuela) markets, and cruise travel (especially in traditional low season months). ATA places great emphasis on balancing tourism with the needs of the community, visitors and partners, keeping within the parameters of sustainable development that balances economic, social and environmental aspects. ATA seeks to raise both quality of life and the tourist experience, requiring the cooperation of everyone in the public and private sector.





ATA Germany Participates in ITB Berlin

ATA Germany helped to represent Aruba at the booth at ITB Berlin, the world's leading travel trade show, held from March 6 – 10. With a 5% increase in business volume at ITB Berlin 2018 compared to last year, and excellent business being forecast for the coming months, the international travel industry is well on course for a record year. With around 110,000 trade visitors from Germany and abroad, ITB Berlin was able to reaffirm its standing as the World's Leading Travel Trade Show.



European Market Shows Record Growth in 2017

After a successful visit at ITB Germany, the ATA delegation concluded their European visit with various important meetings pertaining to the European market and the primary market of Holland.

The Dutch market showed an increase of 2.5% in 2017, with England, Italy and Germany also showing growth. Contributing factors include emphasis on increasing airlift since 2013, the hard work of the various ATA teams and other representatives in the various markets, and selection of advertising agencies.

ATA Europe in Den Haag was congratulated on their efforts. Meetings were also held with KLM, bringing 33% of all visitors from Europe to the island, or 30,157 visitors.



ATA Receives Courtesy Visit of Consul General of US to Dutch Caribbean

The delegation consisted of Consul General Chief of Mission to Dutch Caribbean Margaret Hawthorne, Public Diplomacy Willem Remie, and Port Director Aruba U.S. Customs & Border Protection James Grimes. During this meeting, ATA CEO Ronella Tjin Asjoe-Croes discussed the progress of the North American market, the island's primary tourism market.

In 2017, Aruba was visited by 695,718 tourists from the US, representing 65% of total stayover visitors. This reflected growth of 10.6% over 2016. A growth of 3.6% is projected for 2018. The parties will remain in contact on vital areas of importance.



Aruba's Tourism Authority in Argentina was part of the Tourism Commercialization Meeting

On March 8, the Sheraton Hotel of Retiro hosted the Tourism Commercialization Meeting (ECTU) in its 41st edition, where ATA Argentina displayed the array of activities offered by the happy island such as "One Happy Family" and "One Happy Honeymoon". At the same time, Pablo Rodriguez, ATA Argentina's director, was interviewed by Portal Turismo Argentina and Portal Turismo Internacional, two radio shows broadcasted by more than 300 stations in Argentina, Uruguay and the United States.



35 Years as Ambassadors of Happiness in Colombia

At the 35th annual ANATO travel and trade show, held from February 21 - 23 in Bogota, Aruba, was one of the major players during the most important reunion for the Colombian tourism industry. Members of the Aruba Tourism Authority in Colombia- ATA together with other members of the Aruba Convention Bureau- ACB, the Latin America Division and strategic partners, offered all visitors specialized advice in topics such as, incentives for groups and conventions, special rates and benefits for all tourists interested in enhancing their travel experience. During this new version of ANATO, ATA Colombia, carried out its first recognition action for its 35th anniversary in the market offering a toast on Thursday, February 22, to celebrate with its closest allies. This meeting served as an introduction to several activities that will take place during the year under the slogan of Ambassadors of Happiness.





ATA Brazil - Relationship Dinners for New Flights

Between February 26 and 27, the Aruba Tourism Authority in Brazil- ATA met with the most relevant travel agents in the Northeast to stimulate sales to Aruba from the new flights that will be launched in the region. During these two days, more than 100 professionals were

present, from the cities of Natal, João Pessoa and Recife, which are potential markets for the destination. The action, carried out in partnership with Trend Operadora, approached agents of ATA Brasil, reinforcing the main differentials and advantages of traveling to the island.



ATA Brazil Invited by CVC for Supplier Day

On February 22, the Aruba Tourism Authority was invited by CVC, one of the main tourism operators in Brazil, to participate in Supplier Day. During the event, the team of professionals of the company whose main focus is the

Caribbean, presented the business plans and updates of the group to the destination. The director of international products, Mr. Sylvio Ferraz, presented the company and the growth targets for 2018.



Resorts

Hilton Aruba Caribbean Resort & Casino

Wednesdays Feature Aruban Beer

The best island views are now paired with locally brewed beer at Mira Solo, the resort's charming open-air cocktail lounge overlooking the pool's tree tops and Palm Beach.

Wednesdays Aruba Beer Time at Mira Solo now offers Balashi products as a special, from 7pm to 9pm. The event showcases the "Aruban Trio," a bucket of three locally made brews, Balashi, Chill and Hopi Bon, as a Happy Hour with a taste of island flavors. Guests may opt for any combination of the three brands.

Typical Aruban snacks, such as the beloved criollo cheeseballs, are available for purchase. To further highlight local customs and culture, a mini Carnival show is presented with live brass band and carnival dancers at 8pm.



Hilton Celebrates International Day of Happiness

As residents of One Happy Island, one of the happiest nations in the world, the people of Aruba recognize that happy people and happy organizations are more successful, and so, the island again observed International Day of Happiness on March 20, 2018.

The resort engaged in happy activities throughout the day, serving smiley face cupcakes to guests in the lobby and chilled fruit skewers and cold towels around the pool deck, all day.

Chef Hector made special Smiley Face Pancakes, kids were welcomed with balloons and a face-painting station at check in, an avalanche of gifts surprised guests at the Weekly Manager's Reception at Mira Solo, and eforea spa operated a pop-up "scrub and polish bar," at the party, granting free mini brown sugar and honey or coconut scrub hand-massages.



Hilton Participation in Aruba Doet

As part of the largest volunteer event on the island, the resort signed up with Aruba Doet to help Colegio Conrad Coronel, an elementary school in the heart of the island, realizing the school's wish to have a stage constructed in the schoolyard to be used for shows and performances.

The resort recruited a dozen volunteer carpenters and painters among its team members, who brought power tools and know-how, delivering a first class finished product. The resort Engineering Team was tasked with all the pre-fab work a day in advance, then helped assemble the modular stage pieces and painted. Team members Enrique Lacle, Jeremy Santanilla and Pablo Reynoso assembled the stage while teacher Clarice Bufalini Ras sourced materials and coordinated details. Elite Productions & Entertainment helped out with the stage transportation.



Hilton Earth Week Activities

March 19 -25 was observed as Earth Week at the Hilton resort. Guests and team members demonstrated their willingness to reduce, reuse and recycle. During Earth Hour on March 24, Mira Solo featured local Balashi Beer for Happy Hour, promoting Aruban products and reducing the need to import goods. Midweek, guests, team members and students of the University of Aruba fanned out behind the California lighthouse for a beach cleanup and were treated to a breakfast buffet afterwards.

The resort's Blue Energy Committee set out to engage guests and team members in an effort to mitigate our impact on the environment. Some of the novel 2018 conservation efforts included a ban on plastic straws, for the entire week, serving biodegradable cups with environmentally-friendly straws, and the planting of new tree saplings in the garden.



Paradera Park Offers Last Minute Spring Sale

The resort offers 30% discount on all room types, bookable until April 20 for travel through May 2018. Founded in 1993 as one of the first independent full-service apartment resorts in Aruba, Paradera Park has evolved into an intimate boutique style resort, with 17 Deluxe Studios, One & Two Bedroom Suites, and tropical gardens with cabanas and hammocks.

The Aruba Aloe shop-in-a-shop provides a selection of unique Aruba Aloe body products. The resort is also home to the art studio of Deborah de Weerd, who designs hand blown glass products and jewelry. In addition, guests will find a unique collection of home products, fashion, design & art, designed by local artists. Complimentary beach chairs, towels & cooler, and snorkeling gear available for rent, are perfect for a day out at a public beach.



Manchebo Beach Resort & Spa

Participation in Aruba Doet

The resort has actively participated for six consecutive years with voluntary initiatives and contributions to Aruba Doet. This year, on March 10, the maintenance team of the resort assisted the teachers of the St. Rosa College in downtown Oranjestad with painting the schools' playground. The teamwork resulted in a colorful playground for the kids to enjoy during their break time and play games.



La Cabana Beach Resort & Casino

Lending a Hand to Casa Cuna Progresso, Children's Foster Home

Aruba Doet 2018 was the sixth edition of the grassroots volunteer event which took place just recently organized by CEDE Aruba in cooperation with Oranje Fonds, a Dutch fund supporting social causes.

La Cabana Beach Resort & Casino recruited volunteers among its associates, who went to work at Casa Cuna di Progreso, the baby and toddlers' foster home in Balashi, helping paint, repair the school yard and clean up.

ARUBA DOET, is part of a larger organization by Oranje Fonds, with NL DOET, ARUBA DOET, BON DOET, CURA DOET, STATIA DOET and SMX DOET, unfolding at the same time. The Dutch fund makes large investments in social causes on the islands and strengthens the ties between the islands and the kingdom.



Observing Aruba's National Day, Dia di Himno & Bandera

Aruba's culture was on display for the day with a festive lunch in honor of Aruba's Flag & Anthem Day. The function at the Chit Chat Cafe included Aruban food, Aruban music and Aruban décor including the solemn singing of Aruba Dushi Tera, the national anthem, which contributed to the unforgettable ambiance throughout the holiday.

The festive luncheon rounded up the delightful national experience at the resort, sharing Aruba's cultural bounty with guests and associates.

Aruba Marriott Resort & Stellaris Casino

Glow in the Dark Zumba Promotes Wellness

The resort recently organized a Glow in the Dark Zumba event for its associates and their families, in an effort to promote associate wellbeing and happiness through the Marriott Take Care Program, which is an initiative that supports Marriott International's Putting People First culture.

At Marriott, taking care of their associates involves providing programs and resources that help them in their careers and life, including tools to manage their personal wellbeing such as workout classes, nutritional guidance and financial management workshops.

The Glow in the Dark Zumba event was held in the parking lot of the Grand Ballroom with a total of 120 participants. Zumba was provided by Step Up Zumba Fitness and neon color body paint was provided by Lila's Face and Body Creations.

Stand Strong, Stand Tall Event in Honor of International Women's Day

Female associates of Aruba Marriott and The Ritz-Carlton, Aruba were invited to attend this delicious luncheon followed by a seminar with keynote speakers Evelyne Wever-Croes, Aruba's Minister President; Enrita Werleman, Social Worker, Co-Founder of Mary Joan Foundation and Founder of BOB; and Alejandra Vallejo, Health Physician, with presenter Rosabelle Illes.

Each keynote speaker gave tips and recommendations to the female associates about managing a successful career, maintaining a healthy and balanced lifestyle, and doing breast self-exams, as well as providing preventive measures for breast cancer. Marriott International promotes gender equality and women's empowerment, raising awareness of issues that uplift women globally.





Restaurants

¡Olé! Tapas & Sangria at Renaissance Aruba Resort

Each Pop-Up restaurant at Renaissance Aruba is perfect for the gourmet-, cuisine- or tapa enthusiast. On Friday, April 6, and Saturday, April 7, renowned Chef José Luque who flew in from Madrid led the Renaissance Aruba Resort culinary team during the Olé – Spanish Pop Up. Guests took a culinary trip with stops in such Spanish cities as Madrid, Barcelona, Valencia and Seville.

Chef Luque has vast experience, ranging from culinary director at five-star hotels, to prestigious hotels that offer Gourmet, Mini-Cuisine, Signature Tapas, Spanish and International Haute Cuisine, and much more. A Spanish dish cannot be complete without Sangria; every culinary accent was present in every dish presented during Olé. The a la carte menu also offered included chef's specialty paella, served with chicken or seafood.

Casa Nonna Opens at Ritz-Carlton, Aruba

Casa Nonna (Italian: grandmother's house) is the new restaurant in Ritz-Carlton, Aruba, joining a sister restaurant in the heart of NYC's Theater District. The redecorated style of the restaurant reflects an upscale though laid back Venice of the '50s. The round corner sofas around the dining tables, the natural colors combined with orange-red, the candles and the rustic wall paper make this a sophisticated establishment with a 'chill' edge.

The press recently enjoyed a sampling of mouthwatering house specialties, including the Piatto di Carne E Formaggio (platter with cured meats and cheeses and exquisite relish), Bruschettas, Siamese Agnolotti (ravioli stuffed with a veal ragout, cheese and spinach), Gnocchi, and Torta di Cioccolato. Enjoy the restaurant's signature white peach Bellini cocktail! According to Chef de Cuisine Rollyn R. Angela Rosas, "We make our own pasta and bread daily. Freshness, quality, simplicity and the reminders of home...that to me is Casa Nonna." Chef Rosas and his Sous Chef Dennis spent two weeks in NYC training at the original flagship Casa Nonna Restaurant.



Long-Time Kitchen Staff Recognized at Hadicurari Restaurant

At Hadicurari restaurant, Esther Pedrozo and Nancy Cortes have been working in the kitchen (the cold side) for a decade: Nancy in the mornings, preparing breakfast and lunch, and Esther assisting the kitchen team making the cold appetizers and desserts for dinner.

A large festive cake, a certificate of recognition and a check made the celebration complete on March 12.



Aruba Wine & Dine Now Has 29 Aruba Certified Experts

Twenty-nine happy staffers of Aruba Wine and Dine (AWD) showed off their newly acquired certificates during a photo session at MooMba Beach on March 15. They were the first Aruba Certified Experts (ACE) belonging to a restaurant group. AWD is aiming for a 100% score, with all personnel knowledgeable about the island's intriguing history, culture and meteoric rise into tourism. "We learned a lot that we didn't know before," said one of the newly certified experts. "I never knew that Aruba played such an incredibly important role during World War II, for instance." Staffers of all of the ten Aruba Wine and Dine restaurants and bars will be attending the five 2.5 hour-long sessions that make up the course. Being able to answer a wide scale of visitors' questions about the island is its goal; the added knowledge might spark more interest in the island in the participants themselves as well.



Fishes and More Offers Exciting Vegan Options

The "More" menu now includes savory delicacies for vegans. Among them are sea-inspired plant-based, gluten-free selections that are 100% vegan and gluten-free. Specialties include Calamari vegani (seasoned hearts of palm battered and deep fried in chickpea flour); Coconut lemongrass noodle soup, Portobello stuffed chickpea piccata; Tropical tofu tower (grilled tofu, oven roasted mushrooms and tomatoes served over grilled pineapple and topped with grilled romaine hearts and crispy rice vermicelli), Peanut butter brownie a la mode, Seafood platter (watermelon tuna, smoked carrot lox, lychee ceviche, Portobello shrimp tempura and Cajun tofu filets).



New Board Takes Charge at AGA II

In December 2017, the Aruba Gastronomic Association (AGA) Board 2018 was elected: Jan van Nes, President; Carolina Merryweather, Vice Chairman; Patrick van den Berg, Treasurer; Board members Douglass Markus, Marrit Fleur and Octavio Verhelst. Founded in 1993, AGA's objectives are to represent the commercial interests of its members in the broadest sense of the word. As such, the Board's mission is to make AGA "the recognized voice for the restaurant industry in Aruba". They also seek to revise and refresh the organization with new and exciting products for both tourists and locals alike.

Aruba has over 500 restaurants and AGA's plans include insuring that restaurants are well-

run and subject to higher standards, lobbying for updated (labor) laws, and expediting terms for permits. A special arrangement with the Aruba Tourism Authority is in process to secure that a Quality Seal is observed among restaurants.

It is also felt that Aruba has an over-abundance of restaurants and some control would be appropriate. Mrs. Pochettino, a dedicated tourism veteran who managed and skillfully kept AGA's mission moving forward for the past twenty years, has retired.

Contact information: Aruba Social Media specialist, Ms. Adelaida Fingal, Sun Plaza, Tel. 699-9975 / aga@setarnet.aw

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Casinos

Annual Slot Star Championship at Tropicana Casino

The Tropicana Casino's most popular Annual Slot Star Championship is back for the seventh year in a row.

The final exclusive slot tournament in Atlantic City draws players from all Tropicana properties, across the globe. In honor of that upcoming promotion, the Tropicana Casino Aruba is rolling out the red carpet for its top Trop Advantage players Friday, June 8, and Saturday, June 9, for a weekend filled with activities.

The Tropicana Aruba Resort & Casino will hold a qualifying Slot Star Point challenge during the earning period between April 1 and May 19, 2018. The winner of the point challenge and one wild card drawing winner will be awarded an all-expense-paid trip to Tropicana Atlantic City, where they will participate in the \$250,000 Slot Star Tournament in June.



Activities

Jolly Pirates Proves Eco-Friendly

The popular tourist attraction, Jolly Pirates, invites guests to participate in a #Carryyourcup Campaign. They can bring their own cup or purchase a \$2 Jolly Pirate reusable BPA-free option, perfect to use aboard a Jolly Pirates snorkel cruise or sail, on sale at the Jolly Pirates souvenir shop at MooMba Beach. In this way, guests can join the #carryyourcup pledge for a cleaner Aruba and a healthier environment for sea critters, fish and wildlife.

The Jolly Pirates team participates in Aruba Reef Care projects, beach clean-ups, and the #5minutebeachcleanup to pick up trash that others have left behind. Make your reservations online and save up to 20% on your tickets on the company's new website www.jolly-pirates.com.



De Palm Tours Named “Caribbean’s Leading Tour Operator”

For the fourth year in a row, De Palm Tours has received the prestigious award for “Caribbean’s Leading Tour Operator” from “Carnival Cruise Lines, making it the leading provider of shore excursions for Carnival Cruise passengers visiting Aruba. “All credit goes to our cruise planning and operations staff as well as to our guides and other frontline staff who are responsible for delivering the experiences to our customers,” says Warren Stanley, General Manager of De Palm Tours.

Carnival Director Product Development, Erika Tache said, “We admire your commitment to excellent business practices, your company’s position as a leading provider of shore excursions, and your reputation for first-class service.” The award will be celebrated and handed over with a ceremony aboard a Carnival cruise ship.



ECO DMS Offers a Site Young Leaders Program at University of Aruba

ECO Destination Management Services, in collaboration with the University of Aruba, offered a SITE Young Leaders Program, helping build the next generation of Hospitality & Tourism leaders by providing education and networking opportunities. (SITE is the Society of Incentive Travel Executives, a global network of incentive travel and motivational event professionals.)

The mission is to create a strong group of individuals who will become leaders in SITE and the greater Hospitality & Tourism industry. ECO DMS arranged for the certification of its staff as well as University of Aruba FHTMS

students who signed up for the interesting, interactive course with instructor Jim Skiba.

Maoreen Every of Eco reports that it was the company's way of giving back to the community as the program was offered to UA students free of charge. "Thanks to our local partners who all sponsored the certification, including a Young Leaders networking reception. These include Aruba Marriott Resort & Stellaris Casino, Aruba Airport Authority, Holiday Inn Resort Aruba, ABC Tours, Elite Productions, One Happy Photographer, Fofoti Tours & Transfers, Pelican Adventures, and Hilton Aruba Caribbean Resort & Casino."



The Ritz-Carlton Earth Hour Moonlight Hike

This event attracted more than 300 participants who gathered at the Visitors Center of Arikok National Park to support the worldwide initiative, coordinated by World Wildlife Fund (WWF), represented in Aruba by the Earth Hour Aruba Community Group. It is all about the power of individuals by switching off the lights for 60 minutes for the future of our planet.

The Visitors Center was filled with people of all ages, primarily locals, all provided with neon lights. After a walk of about one hour in the park under a beautiful star-lighted sky and with amazing panoramas, all gathered around the words 60+ Earth Hour RC Memories, formed by Led-lights.



VIP Reception of Indian Association of Aruba

The Indian Association of Aruba recently held a cocktail reception for its members and invited dignitaries to honor the visit of their Ambassador from the Hague H. E. Venu Rajamony and his spouse Dr. Saroj Thapa. Present were the Prime Minister of Aruba Eveline Wever Croes, Justice

Minister of Aruba Andin Bikker, President of Parliament Adi Thijsen and Director of Foreign Affairs Edwin Abath, with their spouses. Also present were many Indian community members, board members of IAA, and Honorary Consul of India to Aruba Prakash Gupta and his wife Niti Gupta.



Culture

Ateliers '89 Holds Animation Expo

On March 15, Ateliers '89 held an Animation Expo, where all the participants presented the animation films that they worked on for the past few weeks. The Animation Workshop was given by Styrmir, an instructor from Iceland.

Rodrigo M. Peraza, one of the youngest participants, presented a Stop Motion Animation called Nightfall, and another short film called Amulet, in which three of his friends acted, and also incorporated stop motion in the film using two of his own creations. For more of his art, go to his Facebook, Instagram or YouTube channel at Rod's Work of Heart.



Something for Everyone at Local Art and Food Market at Ostrich Farm

On April 2, Aruba Ostrich Farm was transformed into a local art and food market. The vendors' focus was on Aruba's national products - from cakes made of natural grown seeds and cute ornaments made of driftwood, to handmade soaps and local brewed liquors. D'Abaru was present with her delicious vegetarian food and natural juices. Naomi showed her Cunucu style miniature houses, Johnson brought his painted art, and there were natural homemade aloe products, art made of recycled products and very stylish and unique handmade jewelry. With the recently replaced straw roofing and handmade hardwood picnic tables, Aruba Ostrich Farm was proud to share the renewed space with local vendors for the second time. According to Marjan Walhain of the Ostrich Farm, if success continues, plans are to hold the event every first Sunday of the month.

Shopping

Michael Aram Visits Aruba

Last month, Michael Aram, an award-winning creator of beautiful and distinctive objects and jewelry, was hosted by Little Switzerland both at downtown Royal Plaza and Paseo Herencia Mall. He was on island for a special showing of his fine jewelry collections. For over twenty-five years, Aram has honed his metal-working techniques to make his signature designs in precious metals, which capture the beauty, significance, and delicacy of nature. With his fine jewelry, Aram creates an enchanted world where twigs entwine wrists, vines caress fingers, and feathers take flight on ears.



Real Estate

Aruba Happy Rentals Celebrates 10th Anniversary

A decade ago, Albert Mostert, a Dutch-born entrepreneur, teamed up with Aruba-born Geraldine Mostert-Bisslik, a Hospitality, Tourism and Marketing specialist, and created a successful Rental Program for the Long-Term Rental and Vacation Rental Market in Aruba.

The company made its debut with less than five houses which today has grown to an inventory of over 285 properties which they manage, market

and rent successfully, together with their Happy Team.

The couple shares a passion for tourism and real estate which is their recipe for success and enjoy a great reputation and knowledge of the Aruban housing market, rentals, property marketing and management. "We are continuously striving to improve our system, procedures and services for our clients and our team which is our greatest asset."





Around Aruba News

ATSA Provides Scholarship Opportunities to UA Students

During the recent Second Academic Economic Forum hosted at the University of Aruba, Dean Wardlaw confirmed that just 10% of university students are willing to work for tourism, mainly due to the perceived long hour hardship, including weekends and holidays. That propelled ATSA (Aruba Timeshare Association) to provide scholarship opportunities to University of Aruba students, to encourage them to channel their talent and energy into the (vacation ownership) industry.

As announced recently during Ursell M. Arends' speech, the association has again this year provided the university with information regarding the application process for the Caribbean Hotel & Tourism Association's Education Foundation Scholarship funds. Scholarships are awarded to applicants attending accredited tourism and hospitality institutions around the world, and in partnership with academic institutions such as Johnson & Wales University, Monroe College and Florida International University, which provide additional scholarship support.



Events

Aruba Gearing Up for Soul Beach 18

Ride the waves of the Soul Beach Music Festival, voted one of the "Top Five Caribbean Celebrations by USA TODAY", as well as #1 "Caribbean Summer Festival" by Jetsetter Magazine. This year's Soul Beach events include radio remotes, beach parties, after parties, celebrity DJs, a comedy concert on Friday May 25, and two music concerts on Saturday, May 26, and Sunday, May 27, both in Oranjestad at the Harbor Arena.

Soul Beach is all about sultry day and night events, the hottest internationally renowned performing artists in music and comedy, all in one jam packed weekend of music, fun and sun! According to the first lineup announcements, this year's stars are the 15-time Grammy Award-winning singer/songwriter/producer Alicia Keys; artful R&B romantic, neo-soul game changer Maxwell; and the ever so funny and talented Marlon Wayans.

Sponsors include Aruba Tourism Authority, JetBlue The Aruba Hotel & Tourism Association, The Renaissance Resorts, Divi Resorts, The Hyatt Regency, The Tropicana Resort, The Mill Resort, Aruba Ports Authority, Setar, AAA, De Palm Tours, and Fun Miles.

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by the 25th of each month for it to be
featured in the subsequent month.



Wente Charity Golf Tournament

The island's most popular golf tournament took place at Tierra del Sol on April 7 and concluded with Julian Tucker and Maurice v/d Linden in the lead, Axl Ismael and Alexandra Brown in second place, and VJ Luidens and Gerald Sarmiento, in third. The annual tournament, organized in Aruba for the thirteenth year in a row, is a fund raiser supporting community causes. It is offered by Arion Wine Company NV in conjunction with Wente Vineyards from California and Papiamento Restaurant. The tournament signed up 126 players for a fun two-person scramble format. The funds collected were earmarked for FHMD, Fundacion pa Hende Muhe den Dificultad, empowering women and fighting domestic violence.



ATA presented Eric Wente, Chairman of the Board of Wente Vineyard, with a Certificate of Distinction. "We appreciate your support of the island and its people, and your ongoing dedication to fundraising for social causes," Patrick Melchioris stated. All tournament prizes were sponsored by Wente Vineyards and included some of the winery's finest wines, as well as a trip to the winery in California.

Eat Local: Food Truck Festival 2nd Edition

Food trucks, snack trucks, food stands—call them what you will, these mobile eateries are a unique part of the Island's culture. Traditionally, Aruba's food trucks open up after 10pm, catering to the late-night revelers looking for island-style munchies on their way home from the clubs and bars. Many of those classic trucks—like Piet's and Candela Grill—are still around but are now joined by trucks offering mammoth gourmet burgers (Chalo Burger and Caribbean Burger), gourmet Italian street food (Eataly), tacos and other Mexican favorites (Mexicano), South American meats and sausages (Rikuras), Dominican (Tia Rosa), and Dutch-inspired (Arucamba and Poffertjes van Pofferdorie), and many others.

These food trucks and food stands are scattered around the Island—some are open

during the day and others open only at night. But seekers of delicious street food do not have to traverse the island day and night to enjoy the flavors of our food truck scene.



On Friday April 27 and Saturday April 28, the Island's second Eat Local: Food Truck Edition will take place in the heart of historic downtown Oranjestad at Plaza Daniel Leo. Feast on fantastic local, regional, and international flavors, craft beers and craft cocktails, and enjoy local live entertainment.

The family-friendly event runs from 7pm to 11pm both evenings.